

Privacy and REALTORS®

In the usual course of real estate transactions, REALTORS® may require from buyers and sellers, personal and property information. Some of this information may be considered private. Collecting and sharing this and the real estate transaction information is an essential part of the buying and selling process.

At the same time, few things are more important to individuals than their privacy. REALTORS® recognize the rights of buyers and sellers to protect and control their personal information. REALTORS® are committed to using fair information practices when dealing with your personal information.

The federal government and three provincial governments now have laws in place dealing with how companies can collect and use your personal information. In British Columbia and Alberta, businesses abide by the Personal Information Protection Act (PIPA) of each province; in Québec, it is the Act Respecting the Protection of Personal Information in the Private Sector.

In all other provinces and territories, the Personal Information Protection and Electronic Documents Act (PIPEDA), the federal legislation, applies.

The basic concept of all of these laws is protection of consumer privacy. The laws require that consumers consent to the collection of their personal information, and provide restrictions on how that information may be used, disclosed, and kept. They allow consumers to access any of their own personal information that companies may have collected, and they provide for remedies in the event that the information on file is incomplete or inaccurate.

The CREA Privacy Code is based on the 10 principles of PIPEDA, the privacy legislation. Our Code has been in place since 2001, and is the declaration of organized real estate to the public that we respect the privacy rights of individuals and have adopted policies and procedures to protect those rights.

The Privacy Code of The Canadian Real Estate Association sets out the commitment of REALTORS® make regarding the privacy of your personal information. We will:

- Obtain your consent when we collect, use or disclose your personal information
- Only use the information for the purposes we discussed with you
- Allow you access to your information
- Have privacy policies that are clear and understandable